

ROCK RADIO

Glasgow

An application for Glasgow's 96.3 FM Radio Licence

Contents:

- Introduction	Page 3
- Executive Summary	Page 4
- General Information	Page 5
- Section 105 (A): Ability to maintain proposed service	Page 6
- Section 105 (B) and (C): Catering for tastes and interests/broadening choice	Page 21
- Section 105 (D): Evidence of demand or support	Page 24
- Declaration	Page 32
- Certificate of incorporation	Page 33

Introduction

“Scots, rise up against this great rock’n’roll swindle”

Kevin McKenna, The Guardian, April 2014

Ever since the demise of 96.3 Rock Radio some years ago, music lovers in Glasgow (UNESCO city of music since 2008) have ‘been a little put out’ by the lack of a truly daring and truly distinctive rock radio station they can call their own.

And do not just take our word for it: **#bringbackrockradio**

Rock Radio Glasgow will fill this gaping void.

- It has created the music.
- It understands the passion.
- It lives and breathes the scene.
- It has the support.

Mr McKenna, on behalf of the army of thousands of rock fans, called out for the revival of a proper rock radio station for Glasgow and the West.

“Scottish Rock Fans - We answer your call!”

Rock Radio Glasgow, May 2016

Executive Summary

We believe this application for the Glasgow and West of Scotland FM radio licence meets all of the statutory criteria used by Ofcom to judge such applications.

- The business plan we are submitting is robust and built on conservative assumptions that are evidence-based and informed by experience.
- The shareholders are fully aware of the challenges that lie ahead and have the resources to meet them head on.
- The operational team has a unique combined skill set, fully capable of executing the programming strategy and delivering the commercial targets set.
- The demand for the service amongst listeners, evidenced by the quantitative market research set out in this application, is unequivocal, with over 50% of respondents stating they would listen to Rock Radio Glasgow and for an average of over 14 hours each week.
- The Format is genuinely distinctive (as evidenced by the music monitoring undertaken), and is one that will significantly broaden choice (as evidenced in the opinions of respondents); and feature key programming elements that are highly appealing to the target audience (again, as evidenced in the market research undertaken).
- Rock Radio Glasgow has the technical and engineering expertise (see advisory group in confidential appendix to deliver the transmission proposals being put forward).
- The bid has over-whelming support, from across the board, be that from rock fans (7,000+ Facebook friends), live music venues, local businesses, media agencies and/or public figures.

Awarding this licence to Rock Radio Glasgow is a chance to realise a truly independent, distinctive radio station, built for, and run by, passionate Scottish rock fans and not one that is controlled by faceless 'suits' based hundreds of miles away; a schedule filled with networked programming; a playlist informed by algorithms; straight-jacketed by a bland, one-size-fits-all programming philosophy.

Rock Radio Glasgow will rather rely on the experience, contacts, talent, passion and drive of its staff and the commitment of its investors to build a sustainable business capable of standing on its own two feet.

Rock Radio Glasgow is acutely aware that launching a brand new radio station in a TSA against established competitors is not without its challenges. However, as our research clearly demonstrates, fresh thinking is now needed to reinvigorate the area's radio landscape.

Our understanding of the fundamental need for self-sufficiency will drive the considerable efforts needed to propel this licence onto success. We have the experience and talent to create the output that will build the audience, and generate the revenues required... now we just need the licence.

General Information:

(a) Name of Applicant

RockScot Ltd
Top Floor
48 West George St
Glasgow
G2 1BP

Phone: 0141 572 1120
Email: mail@rockscotland.com

(b) Main Contact (For Public Purposes)

Name: Ciaran O'Toole
Phone: 0141 572 1120
Address: Rockscot Ltd, Top Floor, 48 West George St, Glasgow, G2 1BP
Email: mail@rockscotland.com

(c) Proposed Station Name (if decided)

Rock Radio Glasgow

(d) Area to be covered

Category B: Glasgow
Proposed coverage: 1 million + (adults 15+)
Application fee: £25,000

(e) Main Contact (For Ofcom Purposes)

Submitted in confidence. [Available in the Confidential Appendices \(Appendix 1\).](#)

Section 105 (A): Ability to maintain proposed service.

1. Ownership and control of company which will operate the licence

(a) Board of Directors

Name: Donald C Macleod (Chairman)

Occupation: Promoter, Club/Live Venue owner and MD, National newspaper columnist

Other Directorships:

- Hold Fast Entertainment Ltd
- Cathouse Productions Ltd (CPL)
- Triple G Music Ltd
- Three Tequila Ltd
- Nordoff Robbins Music Therapy in Scotland Ltd

Donald has been involved in the music industry in Scotland for over 35 years. Originally a member of the band, The Crows, Donald is the founder of Scotland's first rock music venue (The Cathouse) and now has a leading live music promotion business, dealing with everyone from Metallica to Oasis, selling more than 100,000 tickets annually.

Building on the success of the Cathouse, now over 25 years old, Donald also owns and runs The Garage. Between them, these two venues have a combined annual footfall of over 300,000 and social media reach of 75,000.

Donald understands the power of music through his deep involvement with Nordoff Robbins Music Therapy in Scotland, an organization which he chairs. Donald has been fortunate to be able to use his expertise to create the Scottish Music Awards – The Tartan Clefs – bringing together sponsors, acts, record companies and management. The event has grown year on year to become Scotland's premier music awards ceremony and Nordoff Robbins' main fundraising event of the calendar.

As one of Scotland's top live music promoters, both with Triple G Music and CPL, and as a prominent member of the UK Concert Promoters Association, Donald's engagement has been, and remains, extensive and widespread, appearing on shows such as Morning Call with Kaye Adams and through his newspaper columns.

A Glaswegian through and through, Donald has lived and worked in and around the city all his life. As CEO and owner of Hold Fast Entertainment Ltd, Donald employs over 200 people. As convener of the Glasgow Licensing Forum, Chair of the newly set up National Licensing Forum, and a member of the SLTA and the UK Night-time Industry Association Donald has un-paralleled entertainment industry experience.

#bringbackrockradio

I want to create a radio station that plays music that makes people want to get out of the house and go and see the brilliant bands playing in their city

Name: Paul McManus (Director)

Occupation: Musician, Company Director

Other Directorships:

- Cloburn Quarry Co Ltd
- Granitmix Ltd
- Lanark Asphalt Ltd
- Odysseus Capital Management Ltd
- Morsecode Management Ltd
- Hometown Foundation Ltd
- PJA Music Management Ltd

Paul brings two crucial and complimentary strands of management expertise to the Rock Radio Glasgow team – commercial and musical.

On the commercial side, he is MD of Cloburn Quarry Co Ltd, the country's largest independent, mainland quarry operation. The business is Scotland's 2nd biggest exporter, with average output of 1.5 million tonnes a year, achieving year-on-year growth since 1985.

He founded Odysseus Capital Management Ltd, an institutional asset and fund management business working in the rapidly evolving institutional PRS (Private Rented Sector). From a standing start in 2014, the company now has in excess of £150 million of funds under management and offers investment modelling, asset identification and due diligence, and development and construction management services.

On the music side, Paul knows the music business intimately. As the drummer with GUN, successful with rock audiences since the 1980s, he is intimately familiar with the machinations of commercial radio stations, presenters and playlists.

A professional musician and songwriter since 1985, Paul achieved commercial success with GUN throughout Europe scoring multiple UK Top 40 spots in the album and singles charts, an MTV award, and sold-out tours as headliners and guests to The Rolling Stones, Bon Jovi, Bryan Adams, Def Leppard and The Cult.

Becoming player-manager of GUN, Paul has negotiated major record deals, the latest a worldwide contract with Universal Records. He also co-ordinated sales and marketing for a UK top 25 chart position in 2015.

Paul is also co-owner of Morsecode Management, looking after several bands signed to major record labels and the company behind the discovery, development and management of Paolo Nutini, Scotland's biggest pop star with sales in excess of 10,000,000.

Born and bred in the West of Scotland, Paul currently lives near Strahaven.

#bringbackrockradio

I want to ensure that our rock station excites the listeners and creates sustainable, local-only, employment and opportunities

Name: Ciaran O'Toole

Occupation: Media and Technology Consultant

Other Directorships: None

Ciaran has almost 20 years' experience managing and marketing, presenting and producing commercial radio stations in the UK and Ireland, working with Ulster Television, the Bauer Media Group and the Guardian Media Group.

With GMG, he was assistant programme controller for Real Radio Scotland before heading up the programming launch team for 96.3 Rock Radio in Glasgow. Between 2008 and 2010, Ciaran was the general manager for 96.3 Rock Radio, managing all creative and commercial aspects of the business including P&L, content, marketing and sales. Ciaran has held a multitude of roles throughout his radio career including brand manager for the Rock Radio network when owned by GMG.

In 2013, Ciaran launched a national radio station on DAB as one of the co-founders of TeamRock, a multimedia publisher and broadcaster operating iconic brands like Classic Rock and Metal Hammer across a range of traditional and digital channels. While at TeamRock, where he was responsible for the implementation of all things digital along with management of the editorial and data teams. In 2015, BIMA recognised Ciaran as one of the Top100 innovators in UK digital media.

As a consultant, Ciaran specialises in business development, technology and strategy, working with major media groups and consulting to private equity on propositions in the UK, US and Europe. Working with new, emerging and established companies, Ciaran uses experience, industry knowledge, data and competitive intelligence to support his clients' business development efforts and help them access investment.

Originally from Dublin, Ciaran moved to Glasgow in 2005 and has lived and worked in the area ever since. His first gig was a Guns N' Roses show in 1992 and he has never quite got over it.

#bringbackrockradio

Mark Twain said the two most important days in your life are the day you were born, and the day you find out why. I'm committed to bringing back Rock Radio in Glasgow.

Name: Brian Fulton

Occupation: Finance Director

Other Directorships:

- Glasgow Chamber of Commerce
- Nordoff Robbins Music Therapy in Scotland
- Holdfast Entertainment Group
- Rockhouse 666
- Three Tequilas
- Lettuce Up North Limited

A shareholder in the Cathouse Rock Club and Director of Finance for the Holdfast Entertainment Group, owners of The Garage, Brian is intimately involved with Glasgow's live music scene.

A chartered accountant, Brian is very active in the Glasgow business community. He is a member of the management board of Glasgow Chambers of Commerce and Chair of the Sauchiehall Street business improvement district with the mission of positioning Sauchiehall Street as the undisputed premier entertainment destination in Glasgow.

Brian is also Treasurer and a Trustee of Nordoff-Robbins Music Therapy in Scotland, a charity that delivers and researches music therapy for vulnerable children and adults across the UK. He has fond memories of working with Rock Radio Glasgow on fundraising events and educating the city's generous rock fans on the work of the charity.

#bringbackrockradio

The rock scene in Glasgow is so important, there are many jobs created through it and when 96.3 Rock Radio closed, the scene lost part of its voice

Section 105 (A): Ability to maintain proposed service.

ii) If there are firm plans to appoint any further directors, provide information (with details of any specific individuals in mind). This information may be submitted in confidence.

Available in the Confidential Appendices (Appendix 2).

Further relevant advisory appointments available in Confidential Appendices (Appendix 3).

(b) Investors and Shareholding Structure

Full details of the shareholding structure should be provided, including:

- i) Names and addresses (the latter may be submitted in confidence) of all existing or proposed shareholders.
- ii) Total number, class/classes of shares and issue price of shares (specify voting, non-voting, preference, other etc.).
- iii) All voting shareholders and holders of 5% or more of non-voting shares and loan stock should be named. State the number, class/classes and price of shares to be issued to each investor.

Shareholder	Number and class of Shares held	Proportion of Issued Share Capital
Hold Fast Entertainment Limited	4,286 Ordinary Shares	30%
Cloburn Quarry Company Limited	8,572 Ordinary Shares	60%
Ciaran O'Toole	1,000 Ordinary Shares	7%
Brian James Fulton	428 Ordinary Shares	3%
Total	14,286	100%

iv)
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shareholders agreements or arrangements, which exist.

Detailed copy of the Articles and Shareholders Agreement [Available in the Confidential Appendices \(Appendix 4\)](#).

v) Where a corporate body other than a current Ofcom licensee will be providing 30% or more of the required funding, details should be given of its directors and main shareholders, and of its activities.

[Available in the Confidential Appendices \(Appendix 5\)](#).

vi) Ofcom may request additional information (e.g. a banker's letter, statutory/management accounts) regarding the shareholders, or any other providers of finance, listed in the application.

Rockscot Ltd. will provide any additional information requested by Ofcom Further shareholders details [Available in the Confidential Appendices \(Appendix 6\)](#).

(c) Involvement of the Applicant in Specified Activities

Details are required of the involvement by the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the

activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

i) Advertising agencies;

NONE

ii) Newspapers;

NONE

iii) Other broadcasting interests;

NONE

iv) Bodies whose objects are wholly or mainly of a religious nature;

NONE

v) Bodies whose objects are wholly or mainly of a political nature;

NONE

vi) Local authorities;

NONE

vii) Other publicly-funded bodies.

NONE

2. Financial and business plan

(A) Overall Financial Strategy

We have looked at our ability to generate income from the ground up. Taking the projections back to individual spots available and following the advice of those in the market, radio sales managers and

commercial directors, on spot rates, local and national, and likely sales levels across the five years, we have constructed a robust set of figures we believe present a realistic picture of what we can achieve.

The Rock Radio Glasgow leadership and advisory team have a deep understanding of the marketplace. We understand the audience touch points and commercial pathways to generate sustainable revenue.

Revenue will come from traditional sources such as airtime and sponsorship and promotions, but also from non-traditional sources, such as online memberships, and lifestyle enhancements, such as VIP Passes and ticketing, merchandising and offers made in partnership with local and national brands see brand examples in confidential Appendix 15.

Our primary revenues will always come from airtime and sponsorship. Combined with an exciting and engaging programming schedule, these will be presented to the marketplace by proven radio sales people with a rounded knowledge of integrated media sales.

We will target traditional radio advertisers, but also appeal to a largely underserved group of potential clients. From major promoters to motorcycle brands, potentially large spenders who do not see a comfortable fit with the station styles and audiences currently available within Glasgow and the West.

Also, for many SME's, the perception within the marketplace is that due to budget, radio is unattainable. Rock Radio Glasgow will re-open the door to local radio advertising for many of these potential clients. Creative services, expert advice and campaign planning will be accessible to all levels of client regardless of spend.

There is already a thriving online rock community in Glasgow and the West. Full digital integration will maximise online advertising spend adding both visual and social media aspects to on-air campaigns and we will also seek to monetise the online audience directly through exclusive digital content, offers and memberships.

Rock Radio Glasgow will be a truly local service, reactive to local needs and inviting listeners to actively engage with the station, partner brands and the local music scene. Live event promotions will provide an additional revenue stream for the duration of the licence, but they will also cement a mutually beneficial partnership between the station, the listeners, commercial partners and the Scottish Music Industry.

Presenting a new radio station in a TSA against established competitors will not be without its challenges. We are aware of this; we helped build the competitors.

Fresh financial thinking is required for this station, across all available media channels: on screen, on social media and most importantly, on the radio.

We view this licence as a chance to deliver a new, alternative radio station that leverages the experience, talent, passion and drive of its staff and investors to build a sustainable business capable of standing on its own.

(B) Funding

Detail the sources of finance that will be used to fund the licence, under the following headings:

i) Share capital

The business currently has share capital of 14,286 10p ordinary shares. A further £750,000 will be issued upon a successful licence application

Available in the Confidential Appendices (Appendix 7).

ii) Loan stock

n/a

iii) Leasing/HP facilities (capital value)

n/a

iv) Bank overdraft

n/a

v) Grants and donations

n/a

vi) Other (please specify)

n/a

Where relevant, provide information on:

i) Loan terms (e.g. interest rate, repayment terms, redemption/conversion terms);

ii) Assets leased.

n/a

All of the funding identified above should be confirmed to the applicant. Explanation should be provided if this is not the case.

(C) Financial Projections

Detailed five year financial projections have been submitted to Ofcom in confidence. The projections contain:

- Ofcom financial template document.
- Full guidance notes
- Profit & loss forecast
- Balance sheets
- Cash flow forecasts
- Staff schedule (full time and freelance)
- Detailed revenue and cost assumptions

Available in the Confidential Appendices (Appendix 7 & Appendix 8).

Key Revenue Assumptions

- Adult 15+ population to remain constant at 1,343,566
- Weekly reach to rise from 7% in Year 1 to 10% by Year 5
- Average listening hours to increase over the first three years on air, rising from 7.0 in Year 1 to 9.0 by Year 5
- A sales policy based on reducing perceived commercial clutter, limiting advertising minutes to 8.5 per hour
- 4 minutes local advertising sold per hour in Year 1, rising to 5.5 minutes in Year 5 (0600-2400)
- National advertising volumes remaining constant once we have RAJAR figures, accounting for 37.5% of minutes sold in Year 2 through to Year 5
- National CPTs benchmarked with First Radio Sales (FRS) and based on realistic expectations
- Local CPTs and direct rates benchmarked against current and historic market pricing.
- Sponsorship & promotional revenue accounting for 20% of all turnover

Key Cost Assumptions

- Full-time staff of 12 and 4 freelance presenters
- Marketing spend of £60,000 in the first year.

(D) Audience Projections

Applicants should provide the following information:

i) The projected adult (aged 15+) population of the Total Survey Area (TSA) within which it is intended to measure the listenership of the service;

We project a population of 1,343,566 Adults Aged 15+ who will receive a signal field strength of at least 54dBuV/m at their home address. This projection is based on the TSA established during our engineering planning.

Available in the Confidential Appendices (Appendix 7 & Appendix 9).

ii) Projections for listenership ratings (e.g. weekly reach, average weekly hours of listening) over the first three years of the service, with detailed demographic breakdowns as appropriate;

Summary of projected audience ratings for first 3 years

Audience	Year 1	Year 2	Year 3
Population	1,343,566	1,343,566	1,343,566
Weekly reach	94,049	107,485	120,920
Weekly	7%	8%	9%
Ave hours	7	7.5	8
Total hours	658,347	806,139	967,367

iii) The expected impact of the proposed service on existing services, in listenership terms;

Based on the findings of the research we anticipate that a small proportion of listeners currently dissatisfied with the current choice of listening will be attracted to the proposed new station.

Those who had listen to each station were asked “... are you enjoying the listening experience more or less nowadays in comparison with the past?”

General Population	Enjoy listening less	Don't enjoy at all	base
Clyde 1	15%	2%	260
Clyde 2	20%	2%	131
Clyde 3	23%	4%	57
Capital FM	16%	2%	206
Heart	15%	1%	201
Smooth	13%	1%	231
Awaz FM	25%	7%	44
Celtic Music radio	15%	8%	48
Insight Radio	21%	7%	42
Sunny Govan Radio	17%	7%	58
Revival FM	29%	12%	49
Pulse Community Radio	23%	12%	43

YOUR Radio FM	13%	5%	62
West Sound	21%	5%	57
BBC Radio Scotland	15%	2%	226
Planet Rock	10%	10%	71
Radio X (formerly XFM)	18%	5%	56
Absolute Radio	16%	4%	107

We anticipate that the addition of our proposed format for Rock Radio Glasgow will expand listenership in the area.

iv) The basis on which the estimates above have been calculated, and any assumptions taken into account.

Data sources

Projected Adult 15+ population of the TSA

- Data provided by Arqiva for its Cathkin Braes S transmitter detailing the Adult 15+ population and the signal field strength within the postcodes our engineering report identified as falling within the TSA.
- Projections for listenership ratings over the first three years of the service and detailed demographic breakdowns
- The original market research commissioned as part of this submission and included in Section 6.

REACH

- The research suggests the reach of the new station (the proxy within the research being “Likely/Very likely to listen to this new radio station”) among the General Population 56% and among Rock Fans 68%. This submission assumes a settled reach of 6.7%

Despite the clear demand evidenced by our research we have taken a highly conservative approach to our Reach assumptions to ensure that the business plan is achievable.

- Our quantitative research study suggested Average Weekly Hours among the General Population of 14.8 hours and among Rock Fans 16.1 hours. The desk based research showed 96.3 Rock Radio achieving Average Weekly Listening Hours of between 5 and 7 hours.

Again, to ensure our business plan is based on robust, achievable assumptions we have elected to assume Average Weekly Hours of 7.5 hours in Year 2, rising to 8 hours in Year 3.

- All projections have been debated by members of our team who have extensive senior management experience operating the previous 96.3 Rock Radio station in the Paisley/Renfrewshire area together with wider experience within the team gained operating niche format local radio stations in other areas.

A bespoke programme of market research activity has informed the thinking behind the estimates and expectations contained in this licence application. The purpose of the research was to investigate public attitudes, opinions, behaviours and preferences to establish if there is a demand for a new

radio station of the format proposed within the MCA. Full details of the research are shown in Section 6 and within the confidential appendix.

We conducted the research amongst two categories of individual:

- The general population - to understand the views of a representative sample of individuals within the MCA.
- Individuals who have a clear preference for the core music offering of the proposed new station, in order to understand the views of what may become the 'core' audience – referred to for convenience as 'Rock Fans'

	Demographics	General Population Survey	'Rock Fans' Survey
Age	Under 35 years	29%	20%
	35-54 years	36%	48%
	Over 55 years	36%	32%
Gender	Male	50%	53%
	Female	50%	47%
Socio-economic group	ABC1	46%	56%
	C2DE	54%	44%
<i>base</i>		526	250

Note: The General Population sample was quota controlled to achieve an appropriate balance, and the 'Rock Fans' survey was not quota controlled to obtain a natural sample of people who expressed a preference for 'Rock Music' genres

We have based our audience projections on the responses from those who said they would definitely listen to a radio station for the West of Scotland that plays the best of local, national and international guitar-based music from across the years... with a playlist heavily driven by supporting the live music scene in this area... be that bands breaking on to the scene in pubs and clubs right through to the major artists playing Hampden and the Hydro.

Based on this station description, respondents were asked "How likely would you be to listen to this new Radio Station?" The research showed strong support with over 56% of the local general population indicating they were likely to listen to the proposed new station. This increases to 68% we look at the potential 'core' audience of 'Rock Fans'

	General Population	'Rock Fans'
Very Likely	21%	30%
Likely	35%	38%
Neither likely / nor unlikely	28%	21%
Unlikely	7%	7%
Very Unlikely	10%	4%
base	526	250

The proposed format has broad appeal across both Males (57%) and Females (54%), the under 35 years age range (64%) & 35-54 ages (57%) and Socio economic groups ABC1 (58%) & C2DE's (54%) amongst the general population.

Those respondents who indicated they would listen to the proposed new station were asked how many days of the week they would listen and how many hours of the day they would listen. Those who indicated they would not listen were removed from the calculation.

New radio station listening	General Population	'Rock Fans'
Average number of days per week	4.31	4.57
Average number of hours per day	3.44	3.61
base	526	250

This enables us to extrapolate a potential number of hours per week amongst the general population (4.31 days per week x 3.44 hours per day) of **14.8 Hours per week** and **16.4 Hours per week** amongst 'Rock Fans' (4.57 days per week x 3.61 hours per day). Assuming this to be a 'best case scenario' we have down-weighted these figures in our planning to provide what we consider to be highly achievable conservative estimates.

New radio station listening	General Population	Under 35 years	35-54	55+	Female	Male	C2DE	ABC1
Average number of days per week	4.31	4.16	4.31	4.47	4.22	4.41	4.25	4.39
Average number of hours per day	3.44	3.88	3.42	3.04	3.63	3.25	3.64	3.20
Total number of hours per week	14.8	16.1	14.7	16.2	15.3	14.3	15.5	14.0
base	526	151	190	185	262	264	286	240

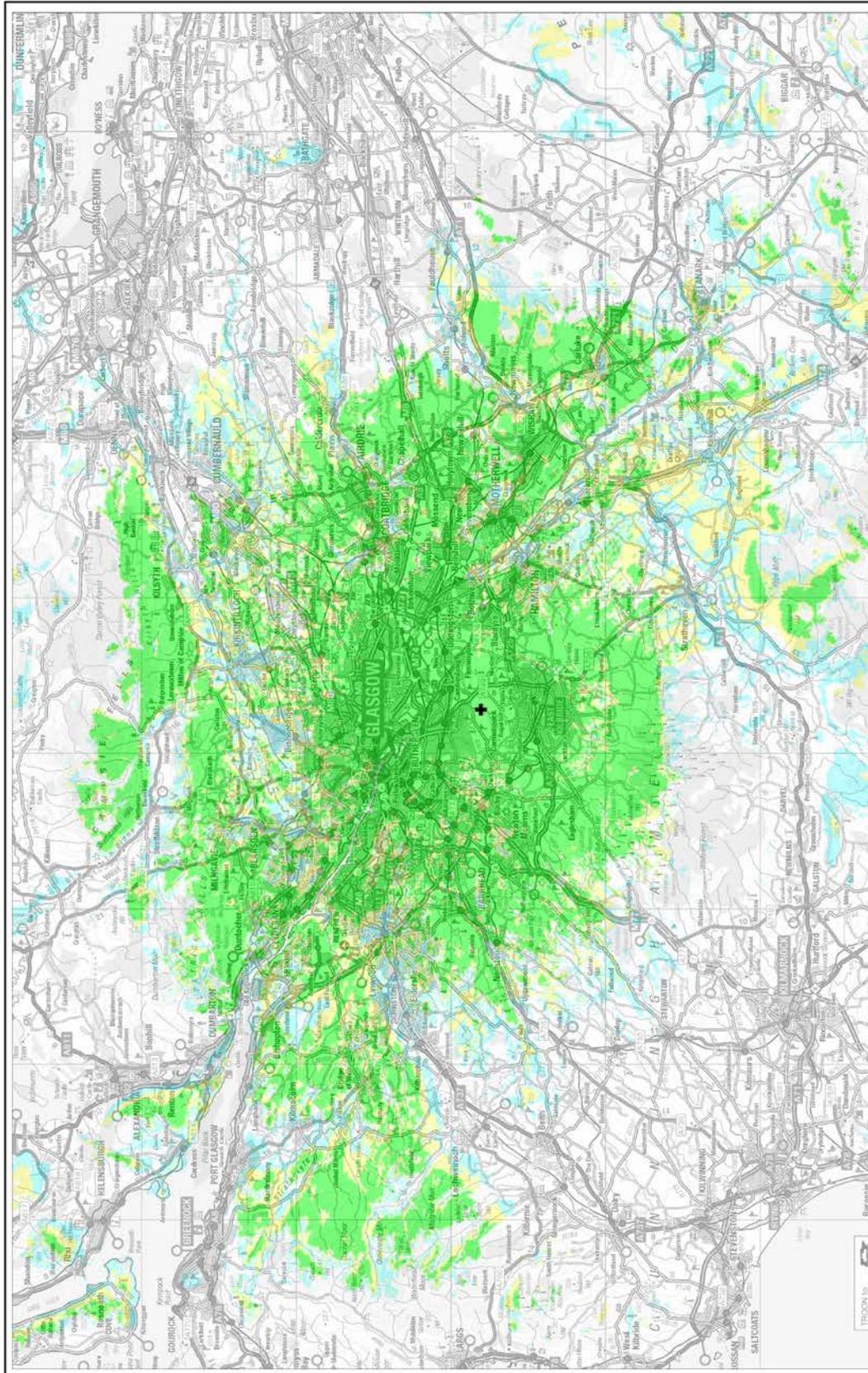
Taking in to account that average reach and listener hours for 96.3 Rock Radio from 2007 – 2011 was 6.8% reach within the TSA and 6.4 average hours per listener, we have taken a conservative view of our audience assumptions over the first three years.

3. Transmission proposals

Applicants proposing to use an alternative transmission site should provide the following information:
i) Name and National Grid Reference of site
Cathkin (S) NGR: NS 62571 58267
ii) Height of site above Ordnance datum (in metres)
Site height above Ordnance datum :205 metres
iii) Height of transmitting aerial above ground level (in metres)
57.7 metres
iv) Radiated power in either or both planes of polarisation, and aerial radiation pattern (if no aerial radiation pattern is submitted, it will be assumed without exception to be omni-directional).
2KW HP + 2KW VP, using two tiers of Lindenblad antennas with an omnidirectional pattern. Hence no aerial radiation pattern is included
Please confirm whether you believe that your intended mast aperture will be available, and whether, where required, planning permission can be obtained. Where appropriate, evidence to support this belief should be provided. Details of any negotiations which have been entered into with the site owner should also be provided.
Arqiva, the site owner has confirmed that the aperture will be available and they do not foresee any planning issues relating to the design. Arqiva has offered Rockscot Ltd site sharing facilities and will be pleased to confirm this to Ofcom if required.
The information provided above must take into account any requirements set out in Section 2 of this Notice. In the event of minor non-compliance, Ofcom may revisit an applicant's proposals with a view to modest adjustment following award and closer scrutiny. Significant non-compliance may render the application liable to disqualification.
Arqiva has noted the requirements set out in Section 2.7 of the notice and confirms that, in its opinion, the antenna system that they propose will meet Ofcom requirements.
v) A detailed computer predicted map (in colour) of the coverage anticipated using the transmission site and parameters described above.
The relevant Coverage Map is included on page 24.
vi) The proposed arrangements for transmission provision (installation, maintenance and repair). The transmission system and equipment must comply with the Ofcom Engineering Code, which represents Ofcom's current policy and is available at: http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng_code/
We intend to contract with Arqiva who will install, commission and maintain the transmission system on a Managed Transmission Service basis. The service will include telemetry and remote monitoring which reports on a 24-hour basis to the Arqiva control centre at Emley Moor. Arqiva has trained personnel who will regularly check transmission parameters. Arqiva works to the Engineering Code originally published by the Radio Authority.
Applicants should note that failure to commence broadcasting the service within two years of the date on which the licence is awarded is likely to lead to the offer of a licence to the successful applicant being withdrawn. In these circumstances the licence may be advertised afresh, and a new competition held to award the licence.
It is anticipated that the time-lapse between award and start of broadcasting would be no more than twelve months.

Transmission Proposals: Further relevant information [Available in the Confidential Appendices \(Appendix 10\)](#).

Coverage Map



Cathkin 96.3 stereo interference limited 5% Time

Field Strength dBuV/m
 66 and above
 60 to 66
 54 to 60

Date Printed - 12 Apr 2016
 © Arqiva 2016
 Filename: Cathkin_96.3_stereo_v_int_output.fs

This plot shows predicted values; it does not guarantee that the indicated values will be achieved in practice.
 Contains Ordnance Survey data © Crown copyright and database right 2011



Section 105 (B) and (C): Catering for tastes and interests/broadening choice

4. FORMAT

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

Rock Radio Glasgow

Licence number	
Licensed area	Glasgow
MCA population	1,343,566
Frequency/ies	96.3 MHz

Character of Service

<p><i>A radio station for the West of Scotland that plays the best of local, national and international guitar-based music from across the years with a playlist heavily driven by supporting the live music scene in this area, be that bands breaking on to the scene in pubs and clubs right through to the major artists playing Hampden and the Hydro.”</i></p>	
Service duration	24 hours
Locally-made programming	<i>Studio location: Glasgow</i>
	<i>Locally-made hours:</i> At least 16 hours per day during daytime weekdays (must include breakfast). At least 12 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> No arrangements.
Local news	At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

Notes

This Format should be read in conjunction with Ofcom’s published Localness Guidelines:<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>

5. Programming Philosophy

A) Explain (in no more than 500 words) how your proposed Format will cater for the tastes and interests, general or particular, of persons living in the local area:

A radio station for the West of Scotland that plays the best of local, national and international guitar-based music from across the years with a playlist heavily driven by supporting the live music scene in this area, be that bands breaking on to the scene in pubs and clubs right through to the major artists playing Hampden and the Hydro.

A radio station for the West of Scotland that plays the best of local, national and international guitar-based music from across the years with a playlist heavily driven by supporting the live music scene in this area, be that bands breaking on to the scene in pubs and clubs right through to the major artists playing Hampden and the Hydro.

Through our general contact with rock fans and music industry people, but maybe more importantly from the market research commissioned for this application, we know the following:

1. There is a strong dissatisfaction with current radio output among listeners in the West of Scotland

The local audience feels current radio output is dominated by pop, dance and R&B – 32% of the people we surveyed think there is too much ‘Pop and Chart’ music currently on local radio.

2. There is unequivocal demand for a radio station that plays rock music

One in every six individuals we surveyed identified classic rock as their single most desired music format.

3. There is a desire for a station that supports the live music scene in the local area

Almost 60 % of the population believe it important for a local West of Scotland radio station to have programmes and content made in Scotland, presented by Scottish people and promoting Scotland’s live music scene.

These three elements are at the core of Rock Radio Glasgow’s proposed format.

Our focus on ‘guitar-based music’ with playlists featuring artists from a broad range of related genres serves the desire for rock as opposed to pop. Given that this genre is chronically underserved by current stations, we don’t just see this as ‘cool’, we see it as a crucial commercial differentiator.

With our Glasgow studios creating and broadcasting 16 hours of locally made content on weekdays and 12 hours at the weekends, we believe we will more than meet the desire for Scottish-made content and programmes.

But more than any other factor in our proposal, our DJ line up cements Rock Radio Glasgow’s commitment to rock music, the local scene and the format that we have proposed in this application.

When it comes to rock music on the radio in Scotland, **Tom Russell** is a legend, from his 20-year stint on Radio Clyde to his daytime slot on 96.3 FM. Tom has interviewed everyone that’s anyone in rock, but he still manages to get out to about 20 gigs a month in the West of Scotland.

Billy Rankin's music career spans 40 years. He's travelled the world, playing to audiences of more than a quarter of a million people with Nazareth. He believes in the music, he believes that Scotland deserves its own Rock station again and he wants to be part of it.

Martin Bate has had one of the longest running rock shows on Scottish radio. He hasn't been on air for a while, because there was "nowhere to play the music I loved". Rock Radio Glasgow will bring that passion for rock back.

For nearly 30 years **Jim Gellatly** has been championing rock music in Scotland. He's supported new and emerging rock music on BBC Radio Scotland and Clyde 1 and introduced now established acts like Biffy Clyro and Twin Atlantic to the radio audience.

None of these gentlemen will ever let us forget our commitment to deliver the very best in local rock radio programming.

B) Explain (in no more than 600 words) how your proposed Format will cater for tastes and interests different from those catered for by other existing local commercial and community radio services available in this local area.

Using comparemyradio.com to look at the music played on existing stations, we see that although they exhibit significant crossover with each other, none has any crossover with Rock Radio Glasgow. From the playlist analysis we have reviewed from Smooth Radio, Clyde 1 and Clyde 2, BBC Radio 1 and BBC Radio 2, and Capital FM Scotland, we can only find two artists from their most played list within the last 30 days that would be played regularly on Rock Radio Glasgow (Biffy Clyro and David Bowie).

A sizeable 63% of the survey respondents believed that Rock Radio Glasgow would broaden their listening choices.

And alternative programming suggestions, including local gig guides and reviews, and interviews and music from local artists scored as 'Appealing' consistently with over 60% of our survey respondents.

As previously stated in this application, Rock Radio Glasgow's proposed format has three key elements at its core that differentiate it from other existing local commercial stations.

- A focus on guitar-based music
- A focus on locally made programming
- Support for the local live music scene

As far as we can ascertain from our market research, supplementary desk research, and correspondence from commercial supporters of our bid, none of these elements are present to any meaningful extent in existing commercial radio services.

There is a strong perception among the audience that 'Pop and Chart' music dominates existing commercial radio programming. More than 30% of our survey respondents said they thought there was too much 'Pop and Chart' music on current stations. Our research also showed a weakening satisfaction among listeners of existing stations with between 13% and 29% of listeners not enjoying the stations they listen to as much as they used to.

This highlights the desire for more locally relevant programming and a majority of our survey respondents scored a strong Scottish flavour, from presenters to artists, as important. With existing commercial stations reliant on a high percentage of networked programme, Rock Radio Glasgow's commitment to 12 to 16 hours of locally made programming becomes a key differentiator.

This desire for a local focus was very evident in the correspondence we received from commercial supporters, particularly promoters keen to have a way connect their acts with the local audience that is currently unavailable to them.

Section 105 (D): Evidence of local demand or support

6. Evidence of Demand

Primary Research to Establish Interest In and Demand for the Proposed Rock Scotland Format

Rockscot Ltd. commissioned James Law Research Associates Ltd (www.jlral.co.uk) to conduct original market research to help inform this submission. This research was conducted in line with the code of conduct and guidelines of the Market Research Society.

a) A statement of the key objectives of the research
To investigate the attitudes, opinions, behaviour and preferences of people living in the proposed transmission area to ultimately establish if there is, in fact, a demand for a new radio station of the format proposed by Rock Radio Glasgow.
b) The specific questions that the research sought to answer
<p>In order to achieve the research objectives, two separate research studies were conducted:</p> <ul style="list-style-type: none"> a) one among a representative sample of the general population; and b) the other among 'Rock Fans' (as self-identified via music preferences). <p>Broadly similar questions were asked in both surveys, with the results identifying differences in behaviour, attitudes, opinions and preferences amongst the two groups.</p> <p>The specific questions the research sought to answer were:</p> <ul style="list-style-type: none"> - Radio stations currently listened to / frequency of listening - Level of current enjoyment (of stations listened to) - Devices used to listen to radio / locations of radio listening / times of radio listening - Reasons for not listening (if don't listen to radio) - Importance / Perceptions of local content / local programme ideas - Priorities and preferences related to music genres on radio - Likelihood of listening to a new radio station of the format described - Anticipated length of listening to the new radio station - Perception that proposed format would broaden the choice of radio listening options. <p>Copies of the questionnaires are available in the Confidential Appendix.</p>
c) How the research was conducted
<p>The research was conducted online with the surveys built and hosted within Snap survey software.</p> <p>Access to the research participants was obtained via an access panel provider targeting all ages / socio-economic groups and genders within the specified postcodes. The specified postcodes were selected by overlaying the predicted coverage of the new station with a postcode sector map.</p>
d) The size and composition of the sample(s)
<p>General Population: Selection questions at the start of the survey and quota control management were used to ensure that a representative sample was achieved. This ensured that the sample obtained delivered an equal proportion of Males and Females and a balanced sample of all age groups / SEG. A target of 500 interviews resulted in a total of 526 completed interviews, which results in a maximum margin of error of +/- 4.4%.</p> <p>Rock Fans: The survey was issued to a cross section of the general population, with a selection question related to music preferences. No quota controls were imposed to ensure we did not influence the age, gender of Socio-economic group of Rock Fans. The target of 250 interviews was achieved, which results in</p>

a maximum margin of error of +/- 6.3%.

		General Population Survey	'Rock Fans' Survey
Age	Under 35 years	29%	20%
	35-54 years	36%	48%
	Over 55 years	36%	32%
Gender	Male	50%	53%
	Female	50%	47%
Socio-economic group	ABC1	46%	56%
	C2DE	54%	44%
<i>Base</i>		526	250

e) When and where the research was conducted

The research was conducted online with individuals resident in postcode areas within the proposed TSA. A full list of postcode areas [Available in the Confidential Appendices \(Appendix 11\)](#).

The research was conducted between the 6th and 12th May 2016.

A summary of the main findings from the research, showing how these demonstrate evidence of demand for the service proposed

The new radio station was described in the research as:

“A radio station for the West of Scotland that plays the best of local, national and international guitar-based music from across the years... with a playlist heavily driven by supporting the live music scene in this area... be that bands breaking on to the scene in pubs and clubs right through to the major artists playing Hampden and the Hydro.”

Likelihood to listen

The research showed **strong support** with **56% of the local general population** indicating they were **likely to listen to the proposed new station. The research indicates the station will be more weighted in the 35-54 male-bias bracket, and more ABC1**

General Population	
Very Likely	21%
Likely	35%
Neither likely / nor unlikely	28%
Unlikely	7%
Very Unlikely	10%
Base	526

The proposed format has broad appeal across the General Population

- Men and woman (Males [57%] and Females [54%])
- 15-54 years (under 35 years [64%] & 35-54 years [57%])
- All socio economic groups (ABC1 [58%] & C2DE's [54%])

Among Rock Fans support of the proposed format was **even stronger with two thirds (68%) indicating they are likely to listen.**

Rock Fans	
Very Likely	30%
Likely	38%
Neither likely / nor unlikely	21%
Unlikely	7%
Very Unlikely	4%
Base	250

Volume of listening

General Population respondents indicated that they would listen to the proposed new station on average **4.31 days a week**, and for an average **3.44 hours per day = 14.83 hours per week.**

Indicated listening among **Rock Fan** respondents was even stronger with this group indicating it would listen to the new station on average **4.47 days a week**, and for an average **3.61 hours per day = 16.14 hours per week.**

Broadening listening choice

When asked “Do you feel that this new station will broaden the choice of radio stations available to you? **almost two thirds of the local general population** and **almost three quarters of Rock Fans** answered ‘yes’.

General Population	
Yes	63%
No	18%
Don't Know	20%

Base 526

Rock Fans	
Yes	74%
No	10%
Don't Know	16%

Base 250

Desired elements within the format

There was wide spread agreement that it was important programmes and **content for a new local radio station** for west central Scotland **should be firmly grounded in the local area**.

General Population	Total Important	Very Important	Important
...made in Scotland	66%	32%	34%
...presented by Scottish people	58%	27%	31%
...feature Scottish bands and artists	60%	27%	33%
...promote Scotland's live music scene	65%	28%	37%
...have links with Scottish music venues and promoters	58%	24%	34%

Base 526

Rock Fans	Total Important	Very Important	Important
...made in Scotland	68%	32%	36%
...presented by Scottish people	59%	29%	30%
...feature Scottish bands and artists	65%	26%	39%
...promote Scotland's live music scene	66%	33%	33%
...have links with Scottish music venues and promoters	60%	24%	36%

Base 250

Desired music genres

Among the General Population there was **strong desire for the various genres which Rock Radio Glasgow would feature** and **strong rejection of the genres the station would not play**.

General Population	ONE style you want to hear on new local station	OTHERS want to hear on new local station	NOT like to hear on new local station	NOT ENOUGH on current stations	TOO MUCH on current stations
Classic Rock Music	17%	31%	8%	17%	4%
Guitar based Soft Rock	5%	25%	9%	10%	5%
Guitar based Indie Rock	9%	19%	15%	12%	4%
Pop / Chart Music	28%	30%	13%	5%	32%
Dance / EDM (Electronic Dance Music)	6%	16%	37%	7%	22%
R&B / Rap	3%	15%	34%	5%	19%

Base 526

The support is even greater amongst the Rock Fans.

Rock Fans	ONE style you want to hear on new local station	Which OTHERS want to hear on new local station	NOT like to hear on new local station	NOT ENOUGH on current stations	TOO MUCH on current stations
Classic Rock Music	26%	47%	6%	23%	3%
Guitar based Soft Rock	8%	40%	6%	18%	5%
Guitar based Indie Rock	14%	32%	7%	19%	5%
Pop / Chart Music	20%	30%	13%	4%	42%
Dance / EDM (Electronic Dance Music)	4%	19%	34%	8%	28%
R&B / Rap	1%	18%	34%	5%	24%

Base 250

Programme ideas

Respondents who took part in the **Rock Fan** survey were asked their opinion of a number of suggestions and ideas which could be incorporated within the output of the new radio station. **All of the Rock Radio Glasgow programming suggestions that were tested were considered to be 'appealing'**.

Rock Fans	Very Appealing	Appealing
On air gig guide promoting the bands playing locally in the coming week	23%	52%
Breaking bands every hour. Playing a featured new artist each hour that day.	18%	53%
Weekly live 'upcoming gig' show. A show featuring interviews and music from artists playing locally within the month	18%	52%
Weekly live gig review show. A show featuring interviews and music from artists that played Glasgow recently.	20%	46%
Artist takeover shows (Unsigned and majors artists) Host an hour long show each week talking about their influences.	18%	44%
Weekly "The story of ..." a "classic album" show. Playing a classic album and pausing to explain how it all came together.	30%	43%

Base 250

Full data tables are [Available in the Confidential Appendices \(Appendices 12 to 14\)](#).

Summarise any analysis of existing audience research information which demonstrates a demand for the type of programme service you are proposing to provide.

Desk Research on Past Performance of Local Radio Stations within the Proposed TSA with a Rock Format

The previous 96.3 Paisley/Renfrewshire licence area had a local Rock format station from Q1 2007 to Q4 2014. Published RAJAR data for this licence area during this period (see Confidential Appendix) tells a story that is strongly supportive of the Rock Scotland proposal and that there is credible and sustainable demand for a Rock format in the proposed TSA.

Looking back to before the 96.3 Paisley/Renfrewshire licence's format was changed to Rock, the station on air was Q96, a more broadly based adult contemporary music station. During its later years on air, Q96 typically achieved around an **8%**/56,000 reach of all Adults 15+ in its TSA with average listeners of around **5.8 hours** per week.

The format changed to Rock in Q1 2007. During the next 19 RAJAR Quarters when 96.3 Rock Radio was on air, with a very firmly focussed Rock format, the licence achieved a long-term average reach of **6.7%**/54,800 of All Adults 15+ with a long-term average of **7.2 hours** per week.

Subsequent management and ownership changes saw the station switch to first RealXS and then XFM, with the output becoming less distinctive and more middle of the road Rock, in line with the new management's and owner's broader corporate commercial models for running radio stations. Even then the licence still achieved an average All Adults 15+ reach of **7.1%**, though with a dramatically reduced weekly average listener **hours of 5.4**.

"Real XS sucked...but it was better than nothing at all. It was, though, the first step in a very wrong direction, but we held onto every event like it was our last...And it was! It was a watered do'n 'family-frien'ly' version of something that should never have been watered do-n - EVER!"

Lisa Cunningham, Facebook, 20/5/2016

In total the RAJAR data covers a period of eight complete calendar years when there was a local Rock format station broadcasting to the majority of the licence area we propose reaching. In its totality it provides the most robust data available and provides compelling evidence of sustained demand for a local Rock format radio station in the area of the type Rock Radio Glasgow proposes.

7. Evidence of support

The Rock Radio Glasgow bid has unequivocal support from local rock fans, businesses, media and government, national press and international brands.

Support from fans on social media has been overwhelming. The depth of feeling and support for Rock Radio Glasgow is evidenced on our Facebook page, which has more than 7,000 followers after less than a month. Most of the messages of support go something like this:

“There’s empty air on my radio that needs refilled, never used to channel hop like I do now...”

Susan Redhead, Facebook, May 19, 2016

We have had more formal expressions of support from local retailers like **GuitarGuitar**, venues including the **SECC** and **SSE Hydro**, media such as **The Skinny**, promoters like **DF Concerts** and even Councillor Frank McAveety, Leader of **Glasgow City Council**. All stress the importance of a local rock radio station that will help connect artists not featured on mainstream radio playlists with local rock fans who are crying out to hear them.

Nationally we have had encouragement from the **Scottish Parliament**, **The Musician’s Union**, **The Sunday Mail** and several London based promoters and tour management companies that constantly bring acts to Scotland.

Sandra White, MSP wrote that she believes a diverse station like Rock Radio Glasgow is *“vital in nurturing young Scottish talent.”*

Caroline Sewell, Regional Officer for the **Musicians’ Union** wrote, *“This bid represents... an ethos which believes that musicians should be treated fairly... The musician’s union is in full support of this bid.”*

Bob Angus, MD of **Metropolis Music** in London wrote, *“Having a local independent radio station with a more alternative output and that has a real interest in Glasgow live music scene would give bands the opportunity to engage with a much wider audience”.*

On an international scale, brands like **LiveNation**, **Harley Davidson**, **Sailor Jerry** and **Hard Rock Café** are on board with the bid.

“We would look to Rock Radio Glasgow as our media partner should they be successful” **Alice Barr, Sales & Marketing Manager, Hard Rock Café Glasgow.**

Regardless of location, there is also clear support for the team behind the bid, recognising their passion for music and their expertise and experience.

“The DJs and businessmen behind the bid have been crucial to Glasgow’s success in the music business” **Derek Birrell, MD of The Skinny publisher Radge Media**

Others want to support something different. Mickey McMonagle, Magazines Editor for **the Sunday Mail** wrote to say that Rock Radio Glasgow would be, *“A real chance to shake up the radio industry in Scotland... it would be a station run by music lovers for music lovers and I would certainly do all I could to support such a station.”*

Locally, nationally or internationally, support for Rock Radio Glasgow's focus on the rock community and live music in Glasgow and the West of Scotland has clear support from people that care about the music, the musicians and the people who make their living in the music and entertainment industries.

Copies of all the letters of support [Available in the Confidential Appendices \(Appendix 15\)](#).

DECLARATION

Applicants are required to conclude their submission by responding to the following question: Do you confirm that, to the best of your knowledge and belief:

(a) the applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143(5) of the Broadcasting Act 1996 (relating to political objects);

(b) no director or person concerned directly or indirectly in the management of the company or the applicant group is the subject of a disqualification order as defined by section 145(1) of the Broadcasting Act 1996;

(c) no person involved in the application has been convicted within the past five years of an unlicensed broadcasting offence and that the applicant will do all it can to ensure that no person so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of a radio station if the applicant is g

(d) any matters which might influence Ofcom's judgment as to whether the directors and substantial shareholders involved in the application are fit and proper persons to participate in a radio licence have been made known to Ofcom?

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

The Directors of Rockscot Ltd confirm all aspects of the above.

Certificate of incorporation

File Copy



**CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY**

Company Number **517618**

The Registrar of Companies for Scotland, hereby certifies
that

ROCKSCOT LIMITED

is this day incorporated under the Companies Act 2006 as a private
company, that the company is limited by shares, and the situation of
its registered office is in Scotland

Given at Companies House, Edinburgh, on **9th October 2015**



NSC517618J

The above information was communicated by electronic means and authenticated by the Registrar
of Companies under section 1115 of the Companies Act 2006



Companies House

